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MAY 26 1925

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a Photoplay in 2 reels.

By Raymond Ross

Directed by Archie Mayo

Author of Photoplay Christie Film Co. - Dist.

U.S.D.

5/10/25

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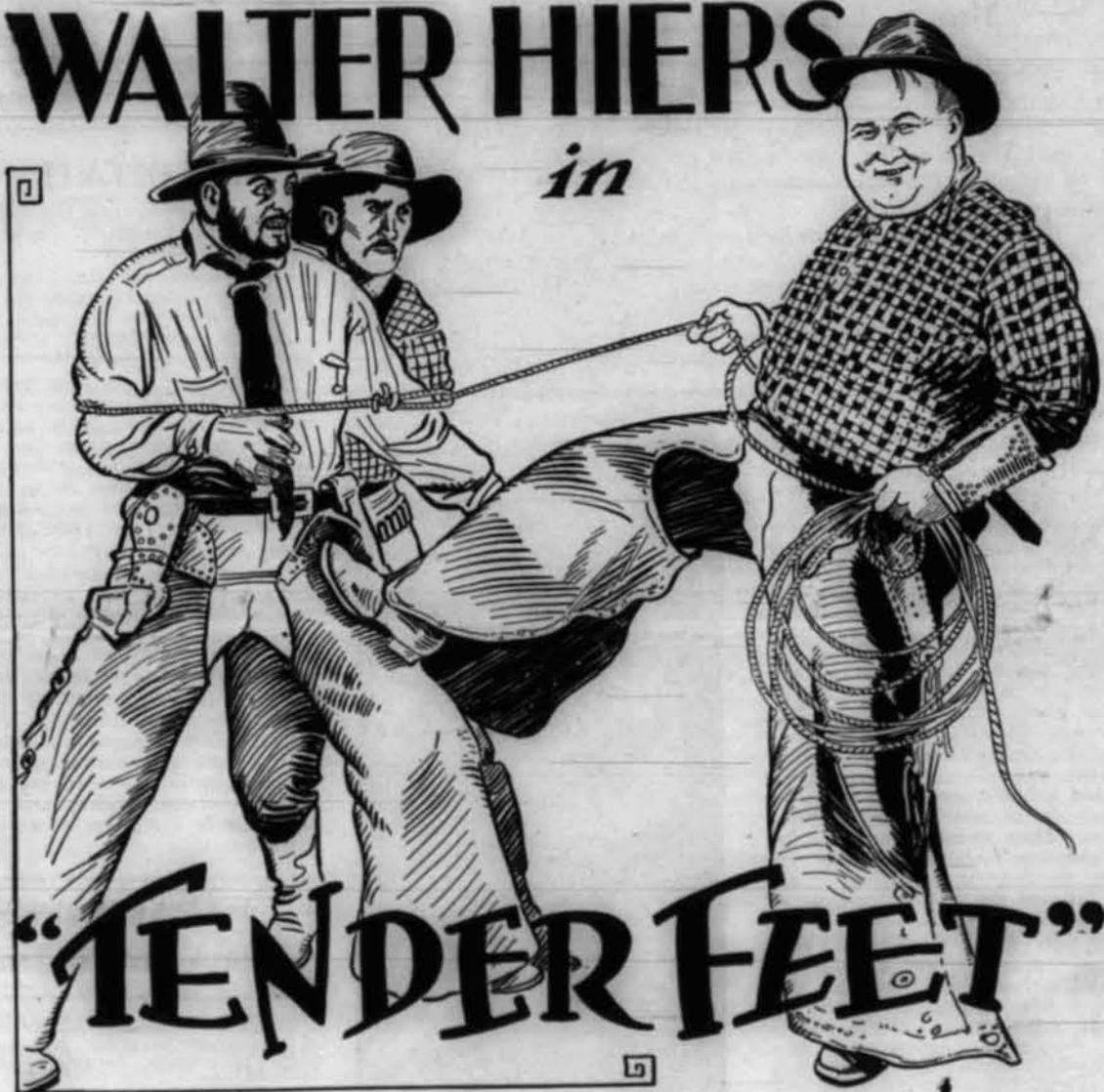
MAY 26 1925

PRESS SHEET

WALTER HIERS COMEDIES

WALTER HIERS

in



Directed by Archie Mayo



EDUCATIONAL FILM EXCHANGES, Inc.

MADE IN U. S. A.

1131

HIERS MORE POPULAR IN SHORT SUBJECTS THAN IN BIG FEATURES

Combination of Popular Star and Fast Action Makes Big Box-Office Value

Since Walter Hiers has entered on his contract to star in two-reel Educational-Walter Hiers Comedies, his popularity has increased in leaps and bounds. More favorable comment has been made on his work on the short, fast action comedies that he ever earned in the longer subjects in which he appeared for seven years with Paramount.

Which proves two things:

First, that Hiers is a crackerjack star in two reel comedies—a box-office attraction of feature merit, doing better work in the short pictures than he ever did in the features and second, that two reels is the logical length for a comedy.

Just as much care and detail is put into these two reel comedies as is put in feature comedies. The only difference is the length and the two-reeler more than makes up for that for the concentrated fun and action crammed into the half-hour of screen time they consume.

Can you imagine the rotund Walter astride a horse?—'Nuff said!

The Story

Out where the West begins, Walter and his girl are enjoying (?) a motor ride. Out of gas, far from home and a storm coming, Walter is pushing the car to the nearest gas station. They find it closed, just as a terrific rainstorm breaks.

In a nearby cabin they take refuge from the storm. After drying out they find in another room a small child of about three who is playing in a cradle. Laying beside her is a copy of the Gulch Valley News and on the front page is a picture of the child and a big story telling how she has been stolen and is being held for ransom. They decide to rescue the child and take it back to its parents but just as they start to leave, Dynamite Dick and the rest of his gang of kidnapers return to the cabin.

They put the child back in the cradle and make for the attic above. Dick and his pals enter the cabin and hearing a noise above, Dick calls for them to come down. They slowly appear dressed in cowboy suits they have found. Walter tells Dick that Dolly is the father of the child and they have come with the ransom money. Dick brings out a jug of white mule which they pretend to drink and Dick tells them to go in and have a sleep and they will count the money later.

Dolly lies down on a bunk but the child comes over and pulls off her hat, disclosing that she is a girl. Dick sees this and realizes that it is a frame-up and after a regular free-for-all, Walter, Dolly and the child escape on two horses, followed by Dynamite Dick and his gang. There is a wild chase but they finally reach the town and the child is restored to its parents.

The happy father tells Walter to name his reward but Walter, sore



WALTER
HIERS
IN
EDUCATIONAL-
WALTER HIERS
COMEDIES

For Electro Order No. 3682-E
For Mat (Free) Order No. 3682-M

from his strenuous ride can only think of one thing and says, "Bring me a soft chair—and a bottle of liniment!"

WHO'S WHO in "Tender Feet"

WalterWALTER HIERS
DollyDuane Thompson
Dynamite DickEddie Baker
The Child.....Dorothy Brock
Directed by Archie Mayo

EXPLOITATION

The meat takes up the least room in a sandwich—but it wouldn't be a sandwich without it.

The comedy on your bill isn't so very large compared with the balance of your show, but it's none the less a mighty important part of your program.

The comedy is the item from which the bulk of your customers derive the most entertainment. You can tell from the demonstration—from the laughter and chuckles that it is providing them entertainment of the most enjoyable kind. The two-reeler is condensed entertainment, fed to your patrons in quick and short doses.

Bear that in mind when you are ordering your lobby advertising on your show. Remember that the comedy is one of the most important entertainment items on your program; that it has a host of friends and that it will draw more than its share of patronage.

Get plenty of paper and lobby display photos and use them. Include the comedy in the lettering on your banner—in your lights and on the screen with the slides of coming attractions.

PARAGRAPHS For Your Program

Don't miss "Tender Feet"—one of the funniest western comedies you ever saw. Walter Hiers starred!

You'll get more than your money's worth in the Educational-Walter Hiers Comedy, "Tender Feet." Walter Hiers as a wild and woolly cowboy.

In addition to the feature—"Tender Feet"—a two reel side-splitter with popular Walter Hiers in the leading role. You'll laugh yourself helpless!

Way out west in the wide-open spaces there's a lot of laughs when Walter Hiers, fat and funny comedy star, boards a horse in "Tender Feet," his latest and funniest.

WALTER HIERS ON HORSEBACK A REAL TREAT

Fat Star in Chaps and Sombrero in Funny Two Reeler

(Newspaper review for use after showing of picture)

Barking six-shooters, galloping broncs, bold, bad bandits and a pretty girl, coupled with the appearance of rotund Walter Hiers in "chaps" and sombrero and aboard a horse, make "Tender Feet," the Educational-Walter Hiers Comedy now showing at the Theatre, one of the best comedies seen in weeks. Walter weighs around 250 and he's quite the funniest thing astride a horse ever seen in pictures.

Walter is seen as a city boy motor-ing in the mountains. Miles from home he runs out of gasoline and takes refuge, with Duane Thompson, in a mountain cabin where they discover a kidnapped child. In an effort to deceive the bad-men kidnappers, Walter and Duane don cowboy regalia and pose as the bearers of the ransom money until the gang discovers the deception and then Walter and Duane rescue the child and the bandits chase them back to town.

Hiers is progressing rapidly in the short comedies—so much so that he has almost doubled his popularity since forsaking the feature productions. He is a distinct type in the shorter pictures and from the reception "Tender Feet" is getting it is proof enough that he is among the first rank of silver-sheet comedians.

DOROTHY BROCK SUPPORTS HIERS

(Newspaper review for use after showing of picture)

Dorothy Brock, the clever little baby star who made such an instantaneous hit when she played a prominent role in "Christine of the Hungry Heart" is seen in support of Walter Hiers in the latest Educational-Walter Hiers Comedy, "Tender Feet" which is at the Theatre.

Others in the cast are Duane Thompson, Hiers' leading lady and one of the current "Baby Stars," Eddie Baker the "heavy" and other familiar comedy faces.

The comedy shows the fat and funny Walter in a cow-boy make-up and astride a horse for the first time, we believe, in pictures. The comedy is a burlesque "western" full of clever fun. The direction is by Archie Mayo.

WALTER HIERS HUSKY HERO OF WILD AND WOOLLY WESTERN



WALTER HIERS
in a scene from
"TENDER FEET"

For Electro Order No. 3683-E
For Mat (Free) Order No. 3683-M

MOVIE HORSES FEEL EASY NOW

(Prepared as advance publicity story)

The horses west of the Mississippi heaved a concerted sigh of relief, and at least a couple of them sought soft spots on which to rest their tired bones when Walter Hiers, popular and portly motion picture comedian, finished his western comedy, "Tender Feet," an Educational-Walter Hiers Comedy which will be at the Theatre

Walter weighs 247 pounds. That isn't much for a load of hay, but it's a little bit more than a tenderly reared horse likes to have in a saddle astride its back. Most dashing heroes of the movies are built along lighter lines and the horses sort of enjoy working in the movies with them on their backs, but almost an eighth of a ton is, in their opinion, much too much to carry in comfort.

Big Star Boards Bronc for Fast and Funny Two Reeler

(Prepared as advance publicity story)

Walter Hiers, the husky hero of the comedy films, is acting in one of those rip-snorting comedies of "Way Out West where men are men—and women are governors." The West has always been good in the movies for slap-dash melodrama of the thundering herds and the barking of six-shooters; it is also good for a funny burlesque now and then.

Walter Hiers is always funny anyway and on a horse as a daring Western hero he is a funnier spectacle than ever. The new Hiers Comedy, which is billed to appear at the Theatre is called "Tender Feet" and applies literally and figuratively to the hero of the picture.

But can you imagine the rotund Walter as a dashing movie cowboy? We can picture Walter managing a horse all right, but really feel sorry for the horse. It's like Trixie Friganza used to say about taking up horse-back riding to reduce. She learned to ride after two weeks in the saddle, she said she put on twenty pounds—but the horse lost forty.

"Tender Feet" has to do with bold, bad bandits, kidnappers, the Wild West of fiction and movies, a pretty girl and a lot of funny gags to let one know it isn't serious. Walter has been making a lot of funny characterizations lately in the two-reelers and his latest is a good vehicle for fun, although it is hard on the horse.

WOMEN LIKE HIS KIND OF COMEDY

(Prepared as advance publicity story)

Women not only possess a sense of humor, which is contrary to time honored belief, but their appreciation of the funny things in life is even greater than that of the men, says Walter Hiers, whose latest Educational-Walter Hiers Comedy, "Tender Feet" will be on the program at the Theatre.

Proof extraordinary of this fact is offered by Walter Hiers, whose screen fun has amused millions. His proof is in the form of fan mail, criterion of cinema progress. Hiers receives three times as many letters from feminine theatre-goers as from masculine. Not only this but he finds that their appreciation of comedy is more enthusiastic than that of men.

VALUES

Advertising values are comparative.

The real value of advertising—not the cost—depends upon the number of people it reaches who are interested in the product you are offering.

Advertisements for farm tools are valueless in a paper with a strictly metropolitan circulation, regardless of its circulation or the cost per page of its space. The number of its readers who are prospective buyers of farm implements is limited. An advertisement in a farm journal would bring more orders for the same goods.

The real value of an advertisement—the copy—is entirely dependent upon the appeal it makes and the number of people to whom it appeals.

Grand opera advertising will not appeal to circus lovers; an advertisement on drama will not appeal to comedy lovers. If you are selling either you've got

to write copy that will appeal to the people who are the greatest consumers of the product advertised.

When you are advertising the program of your theatre, you are advertising a product composed of many units—comedy and drama predominating.

By concentrating your advertising on one feature of your program—(and it is usually the longer feature) you are entirely overlooking the huge percentage of people who are lovers of the comedy. You are making no bid for their patronage and your advertising has lost a huge part of its effective value.

To get every penny out of the advertising space you pay for, make it appeal to every reader. Include the comedy on your bill in your copy and you are doubling the effectiveness of your copy and making your space pay you returns on every penny invested.



One Column by One Inch "Ad" Cut
For Electro Order No. 3684-E
For Mat (Free) Order No. 3684-M



Two Column by One and One Half Inch "Ad" Cut
For Electro Order No. 3685-E
For Mat (Free) Order No. 3685-M

For Three Column Cut on Page One Order
Electro No. 3686-E Mat (Free) No. 3686-M

ACCESSORIES

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets
Duo Tint 11 x 14 Lobby Cards

(Eight Cards to Set)

Black and White 8 x 10 Photos

(Ten Photos to Set)

One Column Newspaper Publicity Cuts and Mats

One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts and Mats

Two Column, One and One Half Inch, Newspaper "Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats
(All Mats Free)

And the Fullest Cooperation from Your Exchange
(Cuts and mats must be ordered by number)

CATCHLINES

For Newspaper "Ads"

Fat Walter Hiers in a screamingly funny western comedy—"Tender Feet." A laugh a minute!

Walter Hiers in "chaps" and sombrero in the latest Educational-Walter Hiers two-reel funny, "Tender Feet."

Walter Hiers, Duane Thompson and lot of comedians in "Tender Feet."—One of the funniest comedies Walter has ever made.

There's a lot of laughs out where the West begins in Walter Hiers' latest mirth provoker, "Tender Feet." Imagine fat Walter on a horse!

Can you imagine Walter Hiers riding a bronco? See "Tender Feet"—a rip-roaring western comedy with Walter aboard a horse. It's a scream!

REQUEST FOR RETURN OF COPYRIGHT DEPOSITS.

MAY 26 1925

Dated at Wash DC
May 26 1925.

Register of Copyrights,
Library of Congress,
Washington, D. C.

Dear Sir:

The undersigned claimant of copyright in the work herein named, deposited in the Copyright Office and duly registered for copyright protection, requests the return to him under the provisions of sections 59 and 60 of the Act of March 4, 1909, of one or both of the deposited copies of the 2 Prints entitled Under Feet & King Cotton deposited in the Copyright Office on May 26/20 and registered under Class No. ©CIL 21493-94

If this request can be granted you are asked and authorized to send the said copy or copies to me at the following address: _____

to _____
at _____

Signed

W. S. Lumsden
(Claimant of Copyright)

MAY 27 1925

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